PUREIT ADVANTAGE

Winning laurels across the world

Innovation award
UK trade & investment India Business Awards 2008

Innovative product service award
Golden Peacock 2011

Most trusted brand
In the water purifier industry in India*

Best water R&D and technological breakthrough
Water Digest Award 2011

Trusted by many million homes

Certifications

- National Environmental Engineering Research Institute
- Central Food Technological Research Institute
- Apollo Hospitals, Chennai
- Institute of Public Health Engineers, India
- Indian Public Health Association
- Meets stringent International Criteria of the key US government agency, the Environmental Protection Agency (EPA) USA for virus and bacteria removal

* As per the independent brand survey conducted by The Economic Times Brand Equity Survey 2010.

Hindustan Unilever Limited

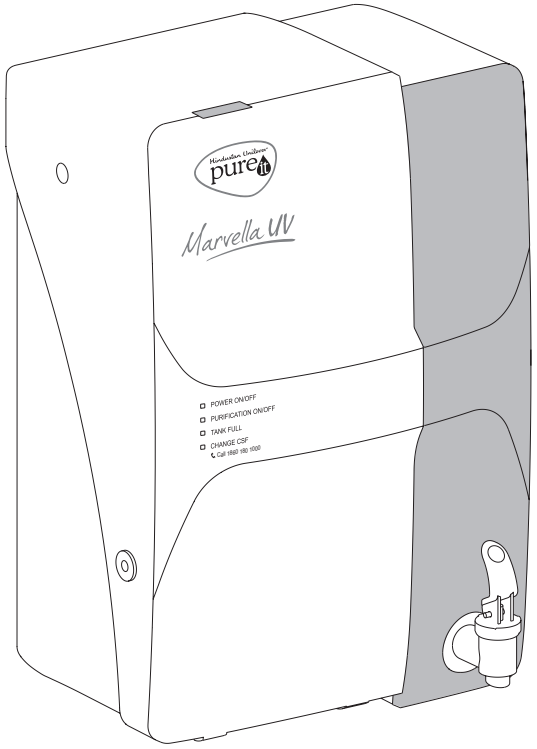
© HUL 2010

MUV-06-12

Welcome to the Pureit Family

Hindustan Unilever pureit

Marvella UV



REACH PUREIT AT
1860-180-1000
www.pureitwater.com

instructions manual

Hindustan Unilever
pureit
Marvella UV

WELCOME TO THE PUREIT FAMILY

Congratulations!

We thank you for the trust you have shown in our product and assure you that our product will live up to your expectations. Millions of users trust Pureit to provide safe water to their loved ones.

Our product is developed by experts and is designed to give you water that is completely protected from disease causing germs. Pureit meets some of the toughest standards of leading institutions both in India and abroad.

If you need to get in touch with us for anything, please call us at the Pureit Helpline.

We once again thank you for buying Pureit Marvella UV™ and we look forward to a long and fruitful association with you.

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UNIQUE FEATURES OF PUREIT MARVELLA UV™

Advance Alert System™
Warns you 15 days in advance when your purifier will stop working

High Intensity UV Lamp
Powerful 11 W UV lamp for enhanced safety

4 Liters storage capacity
Ready to serve even in the absence of electricity

Automatic Shut Off
Stops water flow when UV lamp or any other critical component is not working

Compact and Sleek design
Optimises space and looks good in modern kitchen

No AMC
Lower cost of maintenance

Fully automatic
Works without any intervention. The system senses if the water tank is not full, purifies and stores water automatically

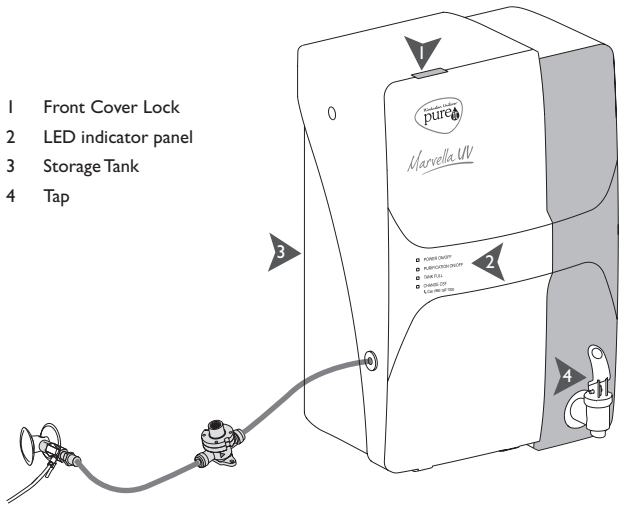
USEPA standards on purification
Meets stringent criteria of Environmental Protection Agency, EPA (USA) for harmful virus and bacteria removal

Advanced voltage fluctuation guard
Protects your purifier from sudden voltage fluctuation ranging between 90 to 270 Volts

Tank Full indicator
Indicates when the storage tank is full

Break resistant tap
Equipped with break resistant tap which is tested for up to 50000 operations

KNOW YOUR PUREIT MARVELLA UV™

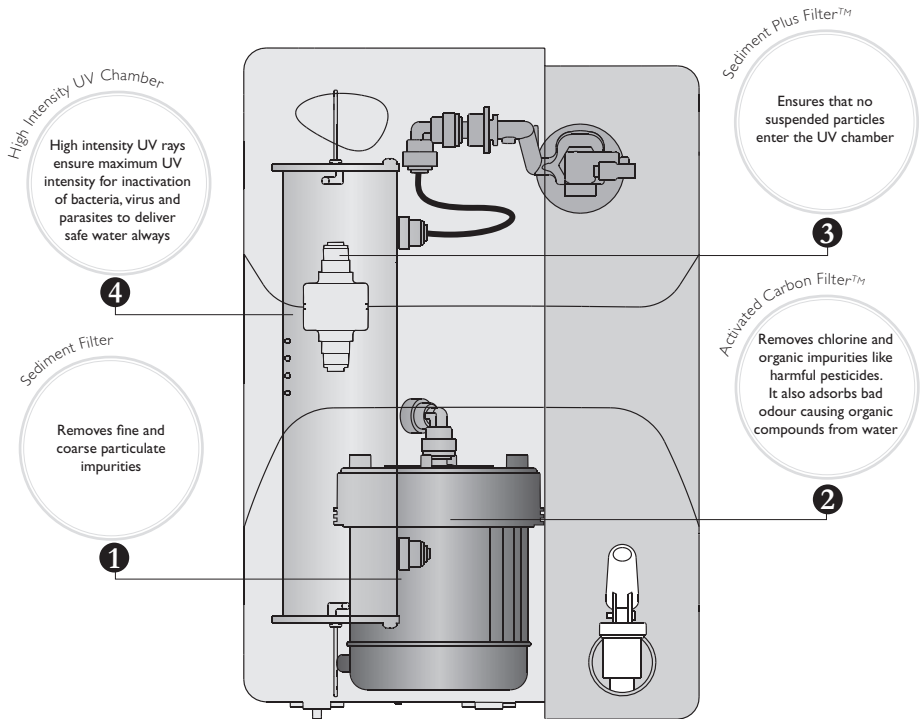


TECHNICAL SPECIFICATIONS FOR PUREIT MARVELLA UV™

Pureit Marvella UV™ Purifier	
Gross dim: Height x Width x Depth	430 mm x 300 mm x 260 mm
Net dim: Height x Width x Depth	390 mm x 265 mm x 225 mm
Gross weight (Dry)	4 kgs
Storage capacity	4 liters typically
Pressure range	5 psi to 30 psi
Purified water flow rate (Average)	350 ml – 750 ml/min
Purification technology	Carbon Sediment Filter™ and Activated Carbon Filter™, Sediment Plus Filter, UV Chamber
Material used for construction	Food safe, non-toxic, engineering plastics

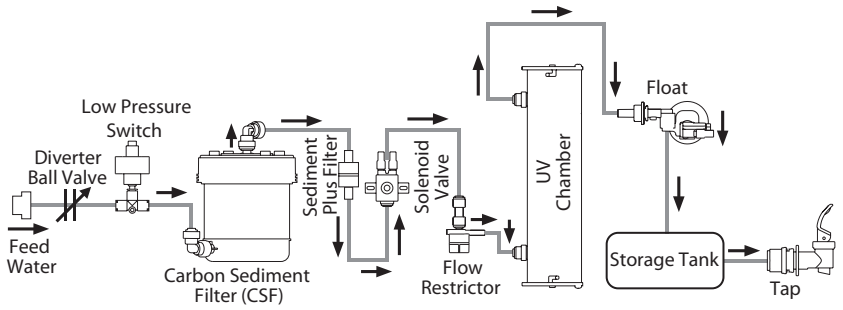
Carbon Sediment Filter™	
Material used for construction	Food safe, non-toxic, engineering plastics
Purification capacity	This has been designed to give typically 3000 liters of water under tested conditions of 20 psi input pressure and 25°C temperature
Expiry period	Three years from packaging
Germkill performance standard	Meets stringent criteria of Environmental Protection Agency, EPA (USA) for harmful virus and bacteria removal

PUREIT MARVELLA UV™'s UNIQUE TECHNOLOGY

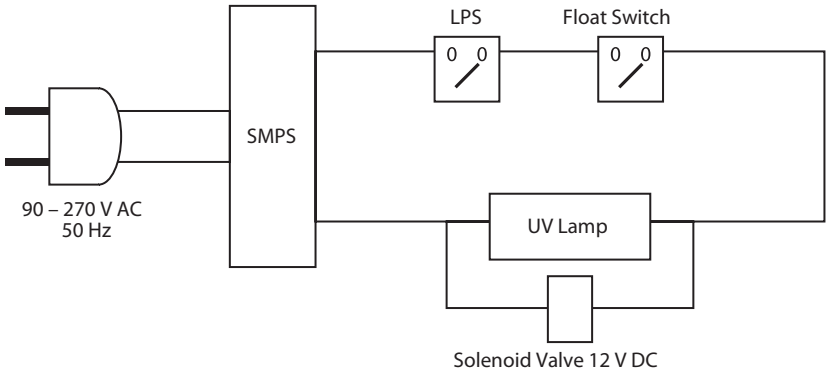

High Intensity UV Chamber
High intensity UV rays ensure maximum UV intensity for inactivation of bacteria, virus and parasites to deliver safe water always
4
Sediment Filter
Removes fine and coarse particulate impurities
1
Sediment Plus Filter™
Ensures that no suspended particles enter the UV chamber
3
Activated Carbon Filter™
Removes chlorine and organic impurities like harmful pesticides. It also adsorbs bad odour causing organic compounds from water
2

The Sediment Filter and the Activated Carbon Filter™ together are known as Carbon Sediment Filter™ (CSF)

WATER-FLOW DIAGRAM



ELECTRICAL FLOW DIAGRAM

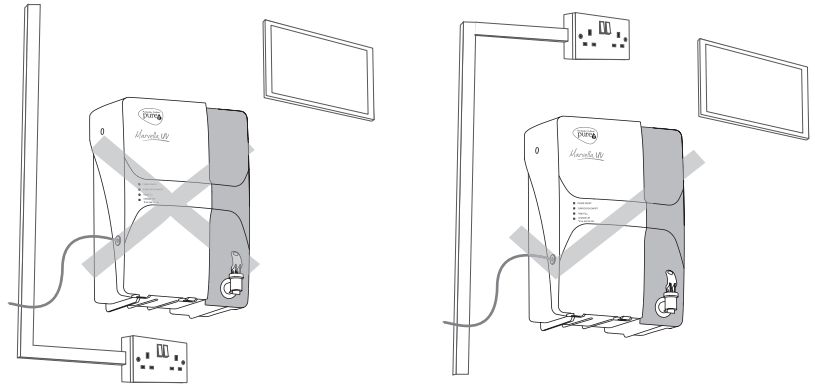


For detailed drawings please refer to the downloadable service instructions manual from our website

IMPORTANT USAGE INSTRUCTIONS

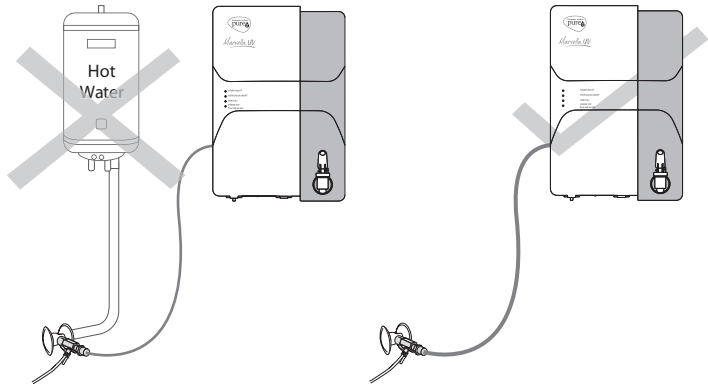
Marvella UV™ can be kept as a table top unit or installed on the wall.
Please follow the instructions below while installation and usage.

①



Ensure that Marvella UV™ is not getting installed above any electric socket.

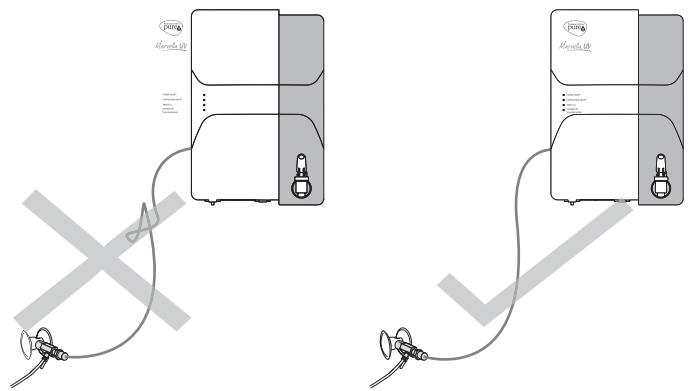
②



Ensure the input water temperature is between 10° to 40° C. Do not connect the purifier to any geyser, heater etc.

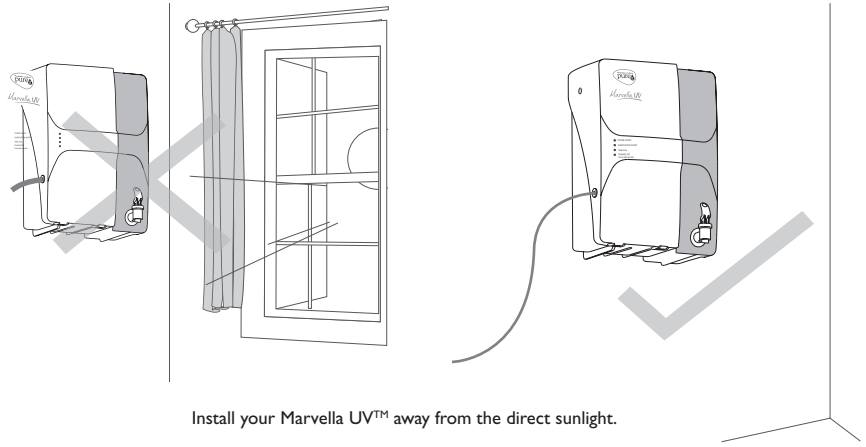
IMPORTANT USAGE INSTRUCTIONS

③



Avoid sharp bends to the tube that is connected to the purifier.

④

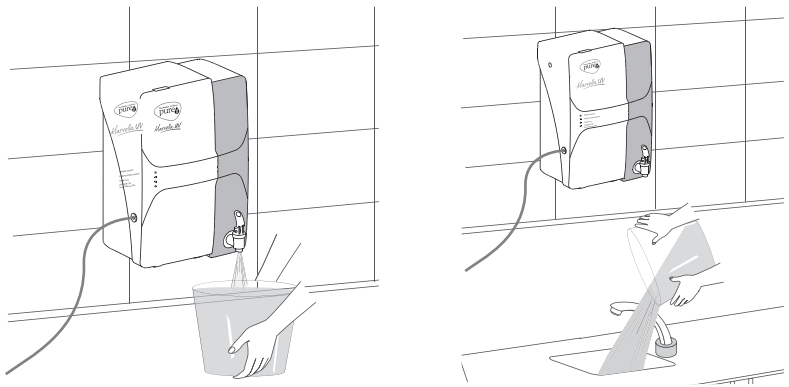


Install your Marvella UV™ away from the direct sunlight.

Service technician may have to open the device and remove the flow restrictor plunger if the input pressure is less than 10 psi.
Only authorised service technician should handle UV chamber.

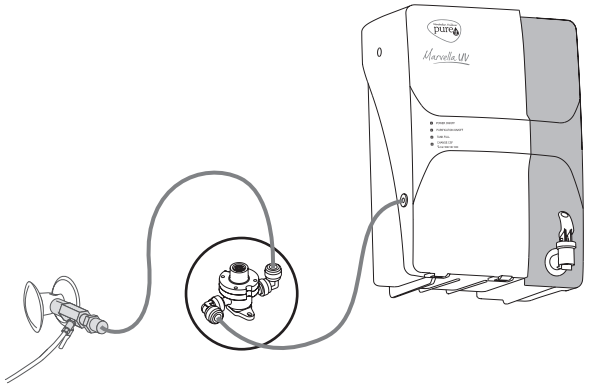
IMPORTANT USAGE INSTRUCTIONS

⑤



Discard the first two cycles of water before you start using the purifier.

⑥

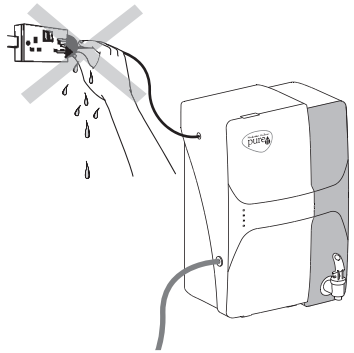


Ensure that the input pressure is more than 5 psi and less than 30 psi.

Input pressure less than 5 psi – Please buy pressure enhancing kit from company's authorised service technician.
Input pressure more than 30 psi – Please buy pressure reducing valve from company's authorised service technician.

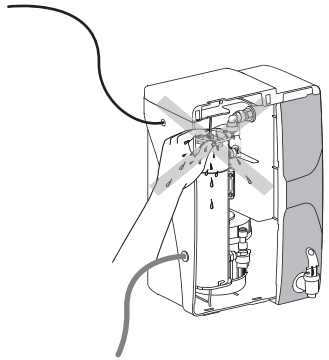
IMPORTANT USAGE INSTRUCTIONS

⑦



Do not plug or unplug the power cord with wet hands. Ensure that the plug isn't wet while plugging in, or plugging out to avoid risks such as electrical shock or fire.

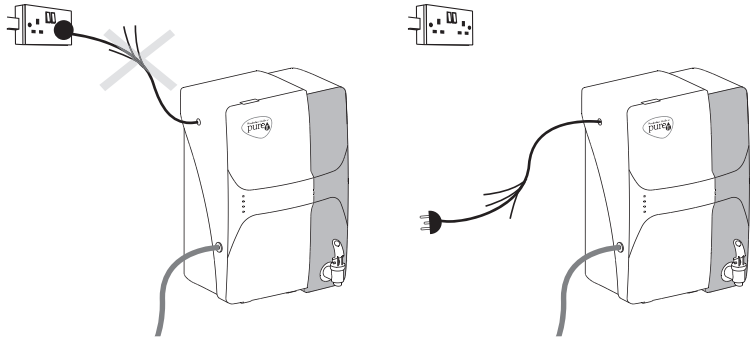
⑧



Never splash the filtration system with water while cleaning.

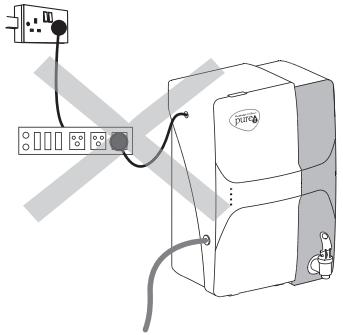
IMPORTANT USAGE INSTRUCTIONS

⑨



If the power cord is damaged, the power adapter must be replaced and not used.

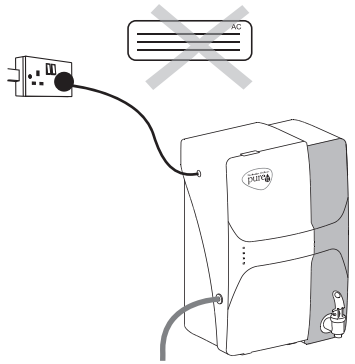
⑩



Avoid using an extension cord.

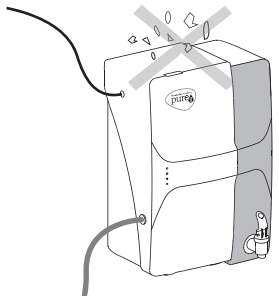
IMPORTANT USAGE INSTRUCTIONS

⑪



Do not install the purification unit where it could freeze.

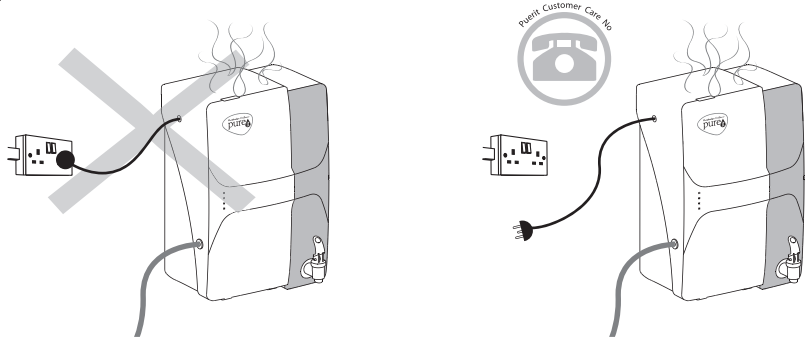
⑫



Do not allow any foreign or unexpected material to enter into the storage tank.
The filtered water in the storage tank may deteriorate in the process.

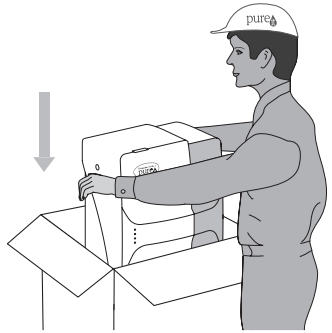
IMPORTANT USAGE INSTRUCTIONS

⑬



In case of any smoke or burning smell, remove the plug
immediately and call the Pureit service centre.

⑭

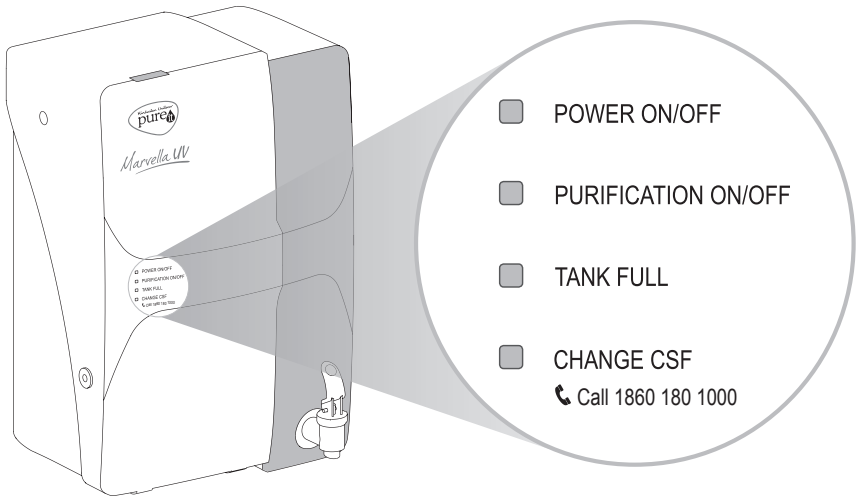


When shifting your house, get the purifier duly inspected and packed by the Pureit service technician.
Remove water from the storage tank and properly pack the purifier in case of shifting.

⑮ You should only store water in the purifier and not use other bottles and containers.
If you do so, water may get contaminated.

Always Switch off the mains (Power Supply to Purifier), if for any reason, you are shutting off the Diverter-Ball Valve.

ADVANCE ALERT SYSTEM™ – LED INDICATOR PANEL



POWER ON/OFF

No Light	Power Off
Green	Power On

PURIFICATION ON/OFF

Blink Green	UV Warming Time (45s)
Solid Green	Purification Working OK
Solid Red	Purification Not Working
No Light	Power Off

TANK FULL

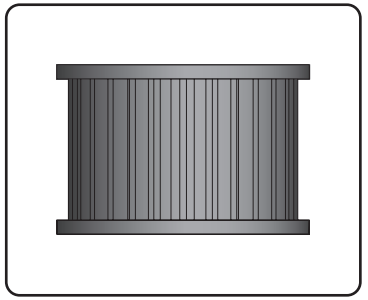
No Light	Tank is filling
Solid Green	Tank Full

CHANGE CSF

Solid Green	OK
Blink Red	Advance Alert for CSF change 15 days* prior to Auto Shut Off
Solid Red	Auto Shut Off
No Light	Power Off

* Based on water consumption of 10 liters/day.

ORDERING CSF



CSF contains Sediment Filter and Activated Carbon Filter™

You can order CSF through following ways:

By Calling Pureit Helpline
1860-180-1000

or

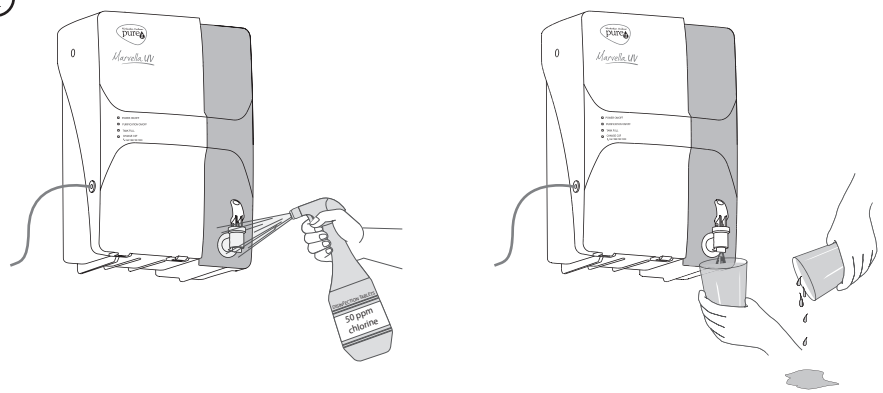
By Logging on to Pureit Website
www.pureitwater.com

* Please call the Pureit helpline number to find out the current cost of the CSF

IMPORTANT INSTRUCTIONS AND PRECAUTIONS

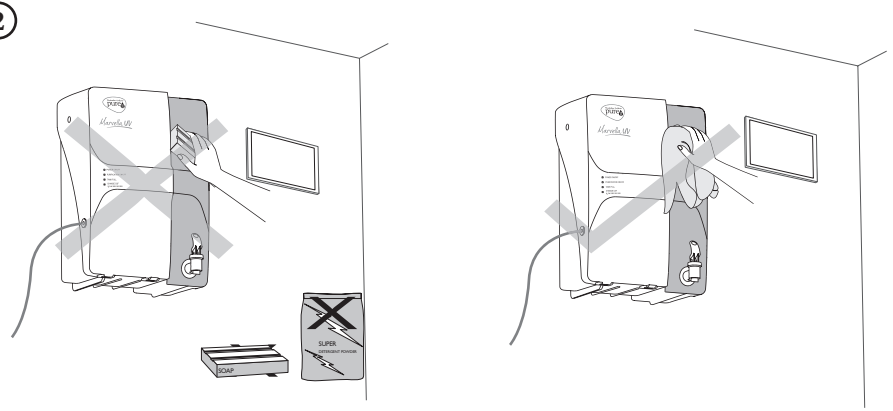
Cleaning and Maintenance

①



You can clean the tap by using disinfectants like Bleach/hypochlorite (50 ppm available chlorine).
Discard 2 liters of water after cleaning the tap.

②

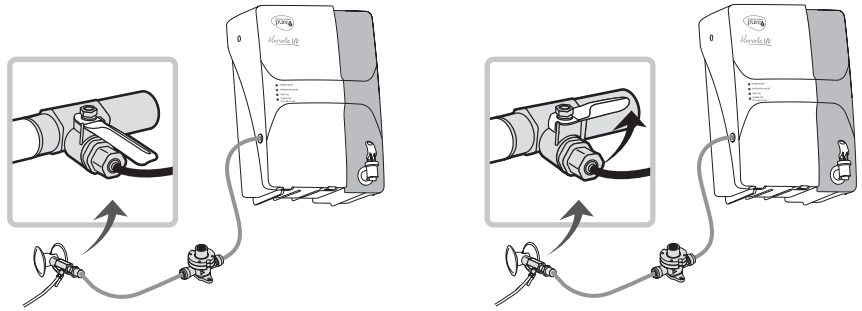


External portion of the purifier must be cleaned using wet cloth only. Do not use detergent or soap.

⚠ UV chamber is a sophisticated and specially designed mechanism. It should be serviced by authorised service personnel only.

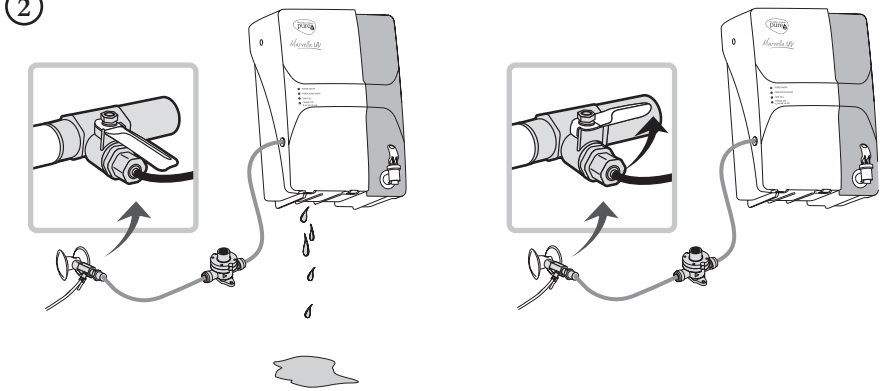
Precautions

①



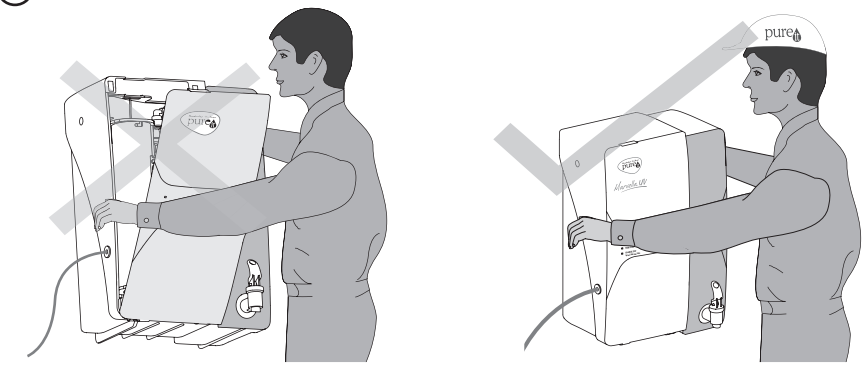
Always ensure to close off the 'Ball valve diverter' and switch off the mains, if you are out of home for long duration.

②



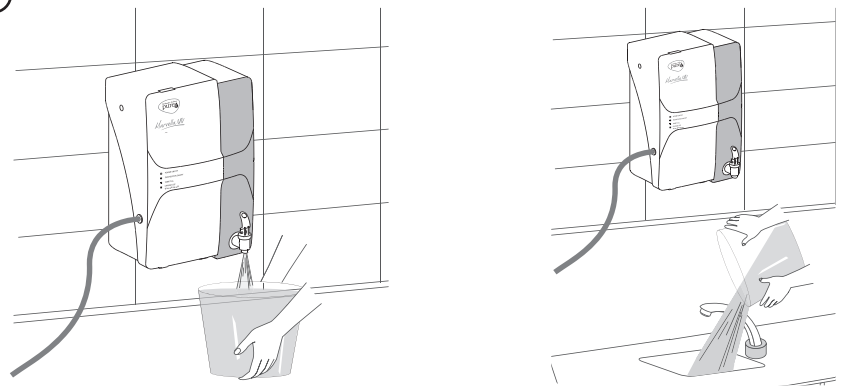
Turn off the ball valve diverter and switch off the mains,
if you notice any leakage from the purifier.

③



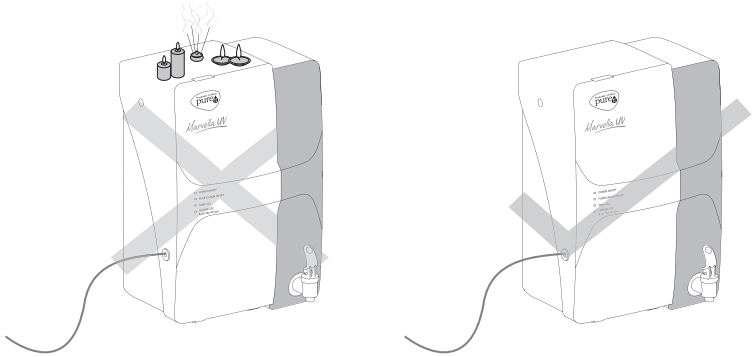
Do not try to open the purifier for cleaning the storage tank. This can be done only by the qualified company personnel or authorised agent.

④



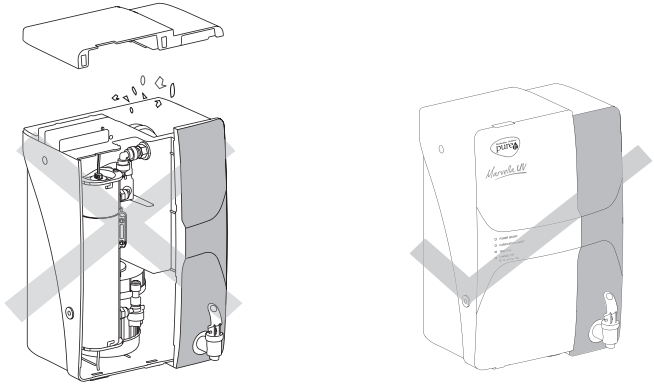
You can discard the water in the storage tank once in 15 days. Always drain the water in the storage tank if you have not used the purifier for more than 2 days.

⑤



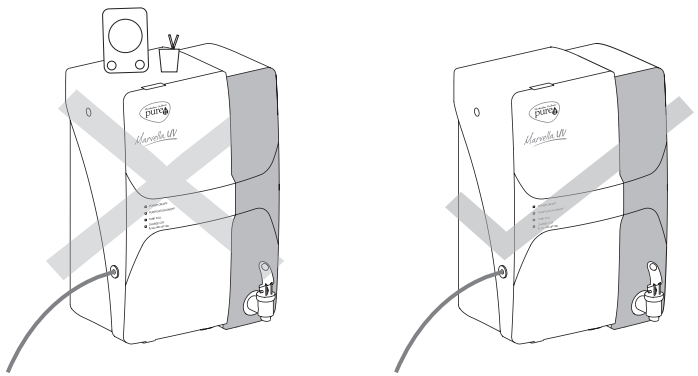
Do not light candles on the purifier.
Do not keep anything on top of the purifier.

⑥



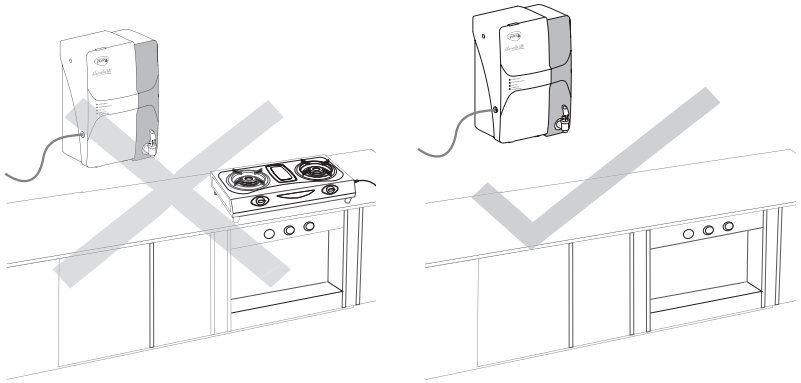
Do not allow any foreign or unexpected material to enter into the storage tank.
The purified water in the storage tank may deteriorate in the process.

7



Do not put heavy or sharp objects e.g. radio etc. on the purifier.

8



Please ensure that the purifier is not installed near a cooking range.

GENERAL DO's AND DON'Ts

01. Please dispose the used consumables like Sediment Filter and Activated Carbon Block™ along with the other household waste through the municipal disposal system.

02. You should only store water in the purifier and not use other bottles and containers. In case you do store, please ensure that the bottle/container is properly cleaned.

03. Do not use water not intended for drinking in Pureit system e.g. from abandoned or abused water bodies or water sources in which human, animal or industrial wastes are disposed or water that is excessively acidic or alkaline.

04. The output water may continue to have flora which are harmless and pose no health hazard to normal healthy adults and children.

05. You should ensure that the area around and beneath the purifier is kept clean at all times.

06. Always rely on the Advance Alert System™ warning to change the Carbon Sediment plus Filter (CSF). Auto Shut Off is only an additional assurance of safety.

07. Freshly purified water should be used for drinking.

08. Never buy Marvella UV™ or the Carbon Sediment plus Filter (CSF) from an unauthorised source. Remember all you have to do is call Pureit Helpline number and we will deliver a new CSF to you at your home for a minimal delivery charge.

09. Don't drop any of the components, or the purifier as a whole from a height. This may cause the components to fracture or break, and the guarantee of getting water 'As Safe As Boiled Water™' will no longer be valid.

FAQs

How does 'Marvella UV™' purify water?

Marvella UV™ has a 4-stage purification system which ensures you get water that is 'As Safe As Boiled Water™' that meets the stringent standards set by the USEPA for Microbiologically safe drinking water.

First, the water passes through the Sediment Filter which removes fine and coarse particulate impurities/dirt.

The second stage is the Activated carbon that removes remaining dirt, chlorine and organic impurities like harmful pesticides. It also adsorbs colour and odour causing organic compounds from water.

Then water passes through Sediment plus Filter which ensures no suspended particle enters UV chamber.

Then the water passes through the high intensity UV chamber which removes microbial contaminants like bacteria, virus and parasites.

What is the storage capacity of 'Marvella UV™'?

Marvella UV™ has a storage capacity of 4 liters.
The storage tank is fully automatic and as and when you take water out of the tank, the purification process starts automatically again and refills the storage tank provided the power is on.

How much time it takes to purify water in 'Marvella UV™'?

'Marvella UV™' takes an average of 5 to 12 minutes to purify 4 liters of water depending upon the input water pressure, water quality and remaining life of the CSF.

What is an Advance Alert System™?

Marvella UV™'s Advance Alert System™ warns you 15 days in advance before your purifier stops working. Please refer to the LED indicator panel instructions for details.

Does this mean that I need to change the UV lamp after every 3000 liters ?

No. The UV lamp is designed to last typically for 10,000 working hours. You need to change only the CSF after 3000 liters of water has been purified.

Can I change the CSF?

It is not recommended that the users change the CSF themselves. Please call Pureit helpline when you need to replace the CSF.

Can I drink the first purification cycle of water from the purifier?

No, it is recommended to throw the first cycle of water that is filled in the storage tank when the new Marvella UV™ purifier is installed, and also whenever the CSF is replaced.

Can I open and service my purifier?

It is not recommended to open and service purifier by an individual. Call Pureit helpline if you face any issue which requires servicing and opening the purifier.

What should I do if any part of the purifier is broken?

Please call the Pureit helpline number. Our technicians will visit your house and will guide you on the repairs required. There will be a nominal visiting charge and you would need to buy the parts required.

What should I do if there is a leakage from the purifier?

First switch off the ball-valve if you find any leakage from the purifier and turn off the power switch. Check for any visible improper fitment (like tap) and then call our Pureit helpline number and register a service request.

How long the stored water in 'Marvella UV™' can be used for drinking?

You can use stored water for 2 days. If it is not used for more than 2 days we advise you to discard that water, refill and then consume.

TROUBLESHOOTING

The water from the purifier tastes unusual

This might be due to one or more of the following reasons:

a. The storage tank has not been cleaned for a long time – Please call Pureit Helpline No. to get storage tank cleaned.

b. The water is stored for too long in the storage tank – Please drain the stored water and fill fresh water.

c. The CSF needs to be replaced/cleaned – Please replace or get them cleaned by calling the Pureit Helpline number.

The purification is taking long time

This might be due to one or more of the following reasons:

a. The ball valve may not be opened fully – Please ensure the ball valve is open completely so that the water flow is not restricted.

b. The CSF may have choked depending on input water quality.

c. The input water pressure may have dropped below 5 psi.

d. Please call Pureit Helpline.

The storage tank is not getting filled

This might be due to one or more of the following reasons:

a. Check if the ball valve is kept open.

b. Check if 'Change CSF' is RED. If yes then replace the CSF.

c. Check if there is any leakage from the purifier and if there is any leakage then call the Pureit helpline number.

Warranty Registration Card

Serial No. _____

Date of Purchase: _____

Purchaser's Name: _____

Telephone No. _____

Address: _____

_____

Dealer's Name: _____

Address: _____

_____

_____
Dealer's Signature
(with rubber stamp)

Note:
1. Please retain the bill of purchase.
2. Please quote Serial number, Model and Date of Purchase in all your correspondence.

'PUREIT MARVELLA UV™' WARRANTY DETAILS

Product warranty

The 'Pureit Marvella UV™ guarantees that you will get 'As Safe As Boiled Water™' as described in 'Pureit Marvella UV™'s Unique Technology' section as long as the 'Pureit Marvella UV™' is used in the manner specified in this manual.

01. The Consumables including the Carbon filter, UV lamp and quartz sleeve will not be covered under warranty.
02. The warranty does not cover external booster pump, pressure reducing valve which is bought as an accessory to the purifier.
03. All other components including the electrical parts will have a 12-month warranty against the manufacturing defects.

This warranty is subject to the following conditions:

The customer will notify the company in writing or by calling the help line promptly if any defects are noticed and give the company or its authorised agent adequate opportunity to inspect, test and remedy them. For this the customer may have to deposit the 'Pureit Marvella UV™' if so required by the company, with the company's office/service centre/authorised dealer along with the original invoice, in the city where they are sold.

Inspection and test report of the company's office/service centre/authorised dealer will be final and binding under the warranty for determining defects, repairs/alterations required or carried out, or certifying working of the 'Pureit Marvella UV™' thereafter.

The company's obligation under this warranty shall be limited to repairing or providing replacement of parts, which are found to be defective. The company or its authorised customer care centre/licensed service provider reserves the right to retain any part(s) or component(s) replaced at its discretion, in the event of a defect being noticed in the equipment during the warranty period.

The company's liability under this warranty shall in no event, and under no circumstances, exceed the price paid by the customer.

This warranty is confined to the first purchaser of the product only and is not transferable.

In the event of repairs of any part/s of the 'Pureit Marvella UV™', this warranty will thereafter continue and remain in force only for the unexpired period of the warranty.

The warranty is issued at Mumbai, and courts at Mumbai shall have exclusive jurisdiction over matters covered or flowing from this warranty.

The company obligation is only for effective repairs of any defective part of the 'Pureit Marvella UV™', and not for 'Pureit Marvella UV™' replacement as such.

Repairs or replacements will be carried out either by the dealer from whom the device has been purchased or through a Company Customer Care Centre, or the Authorised Licensed service provider with whom the device has been registered.

For units installed beyond the municipal limits of the jurisdiction of the Authorised licensed service provider or company customer care centre, all expenses incurred in collecting the device(s) for part(s) thereof from the company's customer care centre or licensed service centre, as well as expenses incurred in deputing of service personnel/technicians towards conveyance and other incidentals etc. will be borne by the customer.

The warranty is void if any repair work is carried out by persons other than those of the company, or its authorised dealers.

Any part(s) of the electrical and purifier system replaced by the company at its discretion shall be with a functionally operative part.

The concerned customer care centre or licensed service provider will advise the customer whether to effect the repair at site or at the customer care centre.

'PUREIT MARVELLA UV™' WARRANTY DETAILS

Warranty does not cover accessories external to the equipment supplied by the dealer.

In case of repairs or replacement of any part/s of the unit, this warranty will thereafter continue and remain in force only for the unexpired period of the warranty. Replacement of parts would be purely at the discretion of HUL, the same part model shall be replaced and in the event such part model has been discontinued, it shall be replaced with the part model of price equivalent at the time of purchase.

In case of any damage to the product/customer abuse/repairs by unauthorised personnels/misuse detected by the authorised service center personnel, the warranty conditions are not applicable and repairs will be done subject to availability of parts and on a chargeable basis only.

This warranty shall not cover any consequential or resulting liability, damage or loss to property or life arising directly or indirectly out of any defect in the water purifier.

The company's obligation under this warranty shall be limited to repair or providing replacement of defective parts only under the warranty period.

The warranty is not applicable in any of the following cases:

01. The completed warranty card is not presented to authorised service personnel at the time of service of the purifier.
02. The purifier is not operated according to instructions given in the instructions manual.
03. The device is not installed in the proper procedure specified.
04. Any defect caused due to improper electrical circuit outside the purifier in the house or by any defective electrical supply.
05. Defects caused by improper or reckless use, which shall be determined by the company personnel.
06. Any repair work is carried out by the persons other than authorised service personnel.
07. The damages caused due to transportation or shifting is not covered by warranty.
08. The warranty will automatically terminate after 12 months period even though the purifier may not be in use for any time during the warranty period for any reason.
09. Only courts in Mumbai will have the jurisdiction for settling any claims.
10. The serial number of the purifier or any part thereof is damaged, defaced, altered, obliterated, or tampered with or removed for any reason whatsoever.
11. Defects due to causes beyond control like lightening, abnormal voltage (normal voltage range specified 230V +/- 10% with 50Hz), acts of God or while in transit or at service center or purchaser's residence. Customer shall ensure that a stabilizer is installed in those areas where voltage is not available within the warranty range (230V +/- 10%). The stabilizer should be of any reputed manufacturer.

This warranty is valid in India only.

Notwithstanding anything to the contrary contained in, or implied by this warranty:

The company's liability under this warranty shall be limited only to defects in the 'Pureit Marvella UV™' which occur under the conditions of normal operation of the 'Pureit Marvella UV™' and their proper and prescribed use as per this instructions manual. This warranty does not cover or extend to defects which are determined by the company or its authorised agents as occurring or resulting from or attributable to negligence, abuse, misuse, faulty care, operation or maintenance or repairs, alterations to the 'Pureit Marvella UV™' or any part thereof by others.

General

For the purpose of this warranty, the following expressions shall have the following meanings respectively:

- The 'Pureit Marvella UV™' shall mean the 'Pureit Marvella UV™' described in the invoice
- 'The customer' shall mean the purchaser of the 'Pureit Marvella UV™' from the company or the company's authorised dealer who is a party to the invoice
- 'The company' shall mean Hindustan Unilever Limited
- 'Invoice' shall mean the Invoice issued for the 'Pureit Marvella UV™' by the company or its authorised dealer to the customer describing the 'Pureit Marvella UV™' and indicating, interalia, the total purchase price thereof, the name of the customer, and the place where the 'Pureit Marvella UV™' is to be delivered
- 'Instructions manual' shall mean the instructions for use and maintenance contained in the leaflet published by the company, and delivered to the customer at the time of sale of the 'Pureit Marvella UV™'

DATE: 22 Aug 2012	SCALE: 100%	PROCESS COLOURS: K (Black)
JOB No.: 1524_HUL_INR_C_Rc_Eop_April_12	**APPLICATION USED:**	SPOT COLOURS:
CLIENT: HUL	INDESIGN PACKAGE: CS4	TOTAL COLOURS: Single
CAMPAIGN / JOB TITLE: Marvella UV	QUARK PACKAGE:	COPY WRITER SIGN OFF: HUL
FILE NAME / VER: 1649_Classic 23 ltr. Manual Single colour	ILLUSTRATOR:	CLIENT SIGN OFF: Sujay Dixit
ACCOUNT SERVICE: Asma/Rao	COREL DRAW PACKAGE:	QC SIGN OFF: Nandan / Rao

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